

Message Text

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PAGE 01 TEGUCI 02517 181508Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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P 172115Z JUN 74

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 7345

AMEMBASSY GUATEMALA PRIORITY

AMEMBASSY SAN JOSE PRIORITY

UNCLAS TEGUCIGALPA 2517

E.O. 11652: N/A

TAGS: BEXP, HO

SUBJ: TRADE MISSION: TAMPA WORLD TRADE COUNCIL

1. EMBASSY RECEIVED LETTER ON JUNE 17 (DATED JUNE 7)
FROM TAMPA WORLD TRADE COUNCIL (P.O. BOX 420, TEL. 229-0911)
ANNOUNCING PLANNED TRADE MISSION TO HONDURAS,
COSTA RICA, AND GUATEMALA DURING JULY 8-13. MISSION
TO BE COMPOSED OF 15-20 UNIDENTIFIED BUSINESSMEN FROM
TAMPA.

2. LETTER ASKS FOR EMBASSY'S "ASSISTANCE TO OBTAIN PROPER
COVERAGE" FOR MISSION AND ASKS US TO INVITE "SELECTED
GOVERNMENT DIGNITARIES" TO ATTEND PRESENTATION TO BE
GIVEN BY MISSION IN TEGUCIGALPA ON JULY 10, AND SAN
PEDRO JULY 11. LETTER STATES THAT TAMPA WORLD TRADE
COUNCIL HAS ADVISED MRS. WANDA ALE, TRADE MISSION SECTION
USDOC, OF MISSION AND HAS NOTIFIED LOCAL CHAMBERS OF
COMMERCE OF MISSION'S ITINERARY.

3. ACTION REQUESTED: FURTHER DETAILS WHICH DEPARTMENT
CAN PROVIDE GREATLY APPRECIATED. ALSO CLARIFICATION
OF TYPE OF EMBASSY ASSISTANCE REQUIRED, ESPECIALLY IN
VIEW OF SHORT LEAD TIME AND SCANTY INFORMATION AS TO
PREPARATIONS ALREADY MADE BY TAMPA TRADE COUNCIL. MOST
EFFECTIVE WAY TO GENERATE INTEREST IN ATTENDANCE AT
MISSION'S "PRESENTATION" IS BY DIRECT INVITATION TO
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PAGE 02 TEGUCI 02517 181508Z

LOCAL BUSINESSMEN IDENTIFIED AS HAVING POSSIBLE INTEREST

IN PRODUCTS OF MISSION MEMBER(S). NOTIFICATION ONLY THROUGH LOCAL CHAMBER OF COMMERCE MAY NOT BE EFFECTIVE VEHICLE FOR STIMULATING GOOD ATTENDANCE. DIFFICULT FOR EMBASSY TO PUBLICIZE WITHOUT KNOWING WHO MISSION MEMBERS ARE AND THEIR PRODUCTS OR SERVICES. MISSION ALSO PLANS VISIT TO SAN PEDRO SULA AND APPARENTLY NOT AWARE THAT CONSULATE THERE IS NOW CLOSED AS LETTER ASKS FOR ASSISTANCE FROM CONSULATE PERSONNEL.

4. ALTHOUGH TAMPA BUSINESS INTERESTS OFTEN HAVE TIES TO HONDURAS, EMBASSY BELIEVES MINIMUM REQUIREMENTS FOR SUCCESSFUL MISSION, ESPECIALLY IN TEGUCIGALPA AND SAN PEDRO SULA WHERE NO U. S. CHAMBERS OF COMMERCE EXIST, ARE AS FOLLOWS:

- . ADVANCE-MAN WITH FULL LIST OF ACTIVE PARTICIPANTS AND THEIR INTERESTS.
- B. LOCAL SECRETARIAL PERSON TO SET APPOINTMENTS.
- C. INTERPRETING CAPACITY TO BE OBTAINED LOCALLY IF REQUIRED FOR INTERVIEWS.

5. EMBASSY ANXIOUS TO SUPPORT SERIOUS BUSINESS INTERESTS OF PARTY, BUT OUR LACK OF RESOURCES (ESPECIALLY IN SAN PEDRO SULA) AND TRADITIONAL LIMITED RESPONSIVENESS OF HONDURAN BUSINESS SECTOR REQUIRE MORE INTENSIVE EFFORT ON PART OF MISSION ORGANIZERS IN ORDER TO ASSURE SUCCESS. DAVIS

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